

Professional and Managerial Branch
Museums & Cultural Resource Group
Cultural Services Series

MUSEUMS AND CULTURAL AFFAIRS DIRECTOR

06/05 (AIS)

General Purpose

Under administrative direction, manage activities to develop, promote and encourage an awareness of and interest and participation in the arts, and city museums.

Typical Duties

Promote cooperation and participation in the arts, and city museums between City, institutions, citizens, agencies, and governmental entities. Involves: Publicize, coordinate and improve programs and services including public art, funding, arts in education, cultural tourism, economic revitalization and technical assistance. Plan, develop, implement and oversee performing arts and museums activities. Ensure compliance with applicable museum accreditation standards and practices. Explore joint marketing strategies with other entities to attract, retain and diversify audiences. Assess and identify community needs, opportunities and develop strategic initiatives. Oversee fundraising solicitations, artwork acquisition negotiations, artists contracts, media relations, marketing, and department services to general public. Ensure consistency among personnel and financial resources. Confer with staff, advisory boards, foundations, financial supporters and elected officials on acquisitions, preservation efforts and effectiveness assessments. Promote, encourage and develop international art-related activities between El Paso and Juarez. Network with Texas Commission of the Arts, National Endowment of the Arts and Humanities, and other local, state and nationwide art agencies and organizations to develop and exchange art programs and activities. Assist with programming and promotion of events in City-owned performing arts facilities. Serve as liaison with other city departments, business community and other entities involved with economic development.

Collect, compile, and disseminate department activity information to the public. Involves: Promote the function, programs, events and legislation related to the arts, and museums. Conduct an annual survey of artistic activities in the community. Recommend art and museum activities and resources to the boards consistent with the purpose of the department. Direct the City and State Sub-granting Program. Manage a variety of performing arts series as well as an arts in education program. Oversee management of Public Art Program. Oversee master schedule for classes, programs and events. Select artists and programs of high quality to enrich cultural life for the citizens of El Paso. Represent the arts and City museums at professional conventions and community social events. Participate in or conduct seminars.

Serve as advisor to Arts and Museum Boards. Involves: Provides research, analysis and assistance in identifying funding resources. Prepare, submit and administer grants. Interact on behalf of the Arts board with local artists and art organizations. Approve news releases and conduct interviews with the local news media. Develop budget projections including resources needed to meet strategic goals and objectives such as materials, facilities, personnel and equipment. Prepare the annual budget. Maintain records and approve expenditures. Facilitate preparation of meetings and minutes and maintain public records of the boards. Respond to and resolve inquiries and complaints.

Oversee department administration. Involves: Prepare budgetary projections for resources to meet short and long term goals and objectives including personnel, facilities, capital improvement, programs and services. Prepare annual budget recommendation with justifications based on projections and analysis. Coordinate inter-departmental activities and monitor collective performance. Develop and implement department policies, and procedure performance and measures to improve operational and program services. Represent the City's interests to ensure contract compliance with artists, educators and consultants. Oversee operation and updating of collection documentation and required department record keeping such as payroll, employee files, purchase requisitions and other transactions. Monitor and evaluate efficiency and effectiveness of service delivery methods and procedures.

Supervise assigned personnel and volunteer staff. Involves: Schedule, assign, and review operational and procedural activities. Prioritize and coordinate department activities. Instruct, guide and check work. Appraise employee performance. Provide training and development. Enforce personnel rules, regulations, and work standards. Counsel, motivate and maintain harmony. As appointing authority, interview applicants and approve hire, terminate, transfer, discipline, assign merit pay or other employee status changes.

Knowledge, Skills, and Abilities

- Considerable knowledge of arts and business administration practices and procedures.
- Considerable knowledge of planning, coordinating and contracting for fine arts, performing arts and museum

events.

- Considerable knowledge of advocacy and sensitivity related to the ethnic and socio-economic issues in the community.
- Considerable knowledge of long and short term strategic planning methods and procedures.
- Considerable knowledge of budget development and control techniques.
- Considerable knowledge of planning, designing and preparing educational and promotional exhibits, events and activities.
- Good knowledge of arts and museum related agencies and their functions.
- Good knowledge of marketing, public relations and customer service practices and procedures.
- Good knowledge of the utilization of computer hardware, software, peripherals and general office equipment.
- Good knowledge of supervisory practices and methods.
- Ability to interpret federal, state, and City laws, rules, regulations, related to art and museum programs, services and activities, state and local labor and occupational safety and health rules and regulations.
- Ability to establish and maintain effective working relationships with coworkers, officials, contractors, granting agencies, foundations and the general public.
- Ability to communicate clear, concise oral and written communication to prepare and present reports to City management, advisory boards, prepare and submit grant proposals, prepare press releases, prepare and negotiate contracts and other management level reports.

Other Job Characteristics

- Frequent public and educational presentations requiring in state and out of state travel.
- Work extended hours, weekends and holidays.
- Residency within the City of El Paso city limits required by date of employment.
- May work extended hours as an executive reporting to the Deputy City Manager.

Minimum Qualifications

Education and Experience: Equivalent to a combination of a Master's Degree in arts administration, fine arts, business or public administration or a related field, and seven (7) years of progressively responsible professional experience in a municipal arts agency or museum operations, including three (3) years in a supervisory or managerial capacity.

Licenses and Certificates: Valid Texas Class "C" Driver's License or equivalent from another state.

Human Resources Director

Department Head